

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / APRIL 29, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 26, 1963</u>			
Thursday April 25 12:30 P.M. Luncheon	LUNCHEON SHOWING OF PETITE FASHIONS N.S. Petite Couture Summer fashions by Lloyd Weill, designed by Phillippe Bodinat, available at Miss Bergdorf. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Coordinator: Mary Alice Rice, PL. 2-5726.	N.S. PETITE COUTURE- LLOYD WEILL	HOTEL PLAZA PERSIAN ROOM
Beginning Thursday April 25	TRANSEASON FOR TOWN AND COUNTRY Informal continuous showings of dress and jacket costumes and dresses. Also, Summer group for weddings and country club, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
April 26	GIMBELS RELEASE DATE--Summer preview, April 24.		
April 26	SLOANE'S RELEASE DATE--"Young Sloane" shop. Preview April 24.		

WEEK BEGINNING MONDAY, APRIL 29, 1963

April 29	BERGDORF GOODMAN RELEASE DATE--French "Tiktiner" fashions. (No Show)		
Beginning Monday April 29	OPENING OF FALL COLLECTIONS Continuous daily showings of Kay-Selig's Fall collection of bridesmaid and mother-of-the-bride dresses. <u>Beginning Mon., June 3</u> , daily showings of Fall cocktail and formal dresses. Contact: Edward Selig, WI. 7-4252.	KAY-SELIG, INC.	1385 BROADWAY SHOWROOM - 6TH FLOOR
Beginning Monday April 29	OPENING: SKI FASHIONS Ulla's ski, apres-ski, and Winter boutique fashions, designed by Vicki Cooper. By appointment. Contact: Joan Snare, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
April 30	SAKS FIFTH AVENUE RELEASE DATE--Anne Fogarty fashions. (No Show)		
Tuesday April 30 9:00 A.M. Breakfast	INFANTS' & CHILDREN'S FALL FASHIONS Carter's "Mother Goose Parade"--Fall 1963 showing of layettes, sleepwear, and outerwear for infants and children. By invitation. Publicity: Jane Gosnell at B.B.D. & O., EL. 5-5800.	CARTER	ST. MORITZ HOTEL SKY GARDEN
Tuesday April 30 9:00 A.M.- 5:00 P.M.	"A DAY OF COLOR" SPECIAL SYMPOSIUM Color symposium for home furnishings, design, decoration, and fashion executives, with discussion of psychology, packaging, trends and lighting. Keynoted by Mrs. Mary Davis Gillies, senior editor of "McCall's Magazine." Attendance limited to 200. Fee: \$25.00 (includes box luncheon). Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX.AVE.)	COOPER UNION MUSEUM 4TH AVE. & 7TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 30 12:00 Noon Luncheon	RECEPTION AND FASHION LUNCHEON Press reception and fashion luncheon by Montgomery Ward. By invitation only. Publicity: Mary Brown at Hill & Knowlton, OX. 7-5600.	MONTGOMERY WARD	SAVOY-HILTON HOTEL THE COLUMNS
Wednesday May 1 8:30 A.M. Breakfast	PREVIEW: FALL- WINTER LINGERIE Preview of Gotham's Fall-Winter lingerie and Tommies. By invitation. Publicity: Susan Meyer, MU. 5-8200.	GOTHAM LINGERIE (401 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday May 1 2:30 P.M.	PREVIEW OF FALL COORDINATED SEPARATES Preview of Majestic's Fall coordinated separates, designed by Jeanne Essig. For press and buyers, by invitation. Continuous thereafter. Contact: Viola Beecher, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday May 1 5:00 P.M.	REPORT ON AFRICAN TEXTILES Mr. Gar K. Gilbert, Vice President of Galey & Lord, will give a report, following his return from Dakar, Africa. By invitation. Contact: WI. 7-0324.	NEW YORK FASHION DESIGNERS, INC.	500 CLUB 500 SEVENTH AVENUE
Beginning Wednesday May 1	FALL READY-TO- WEAR COLLECTIONS Continuous daily showings of Fall sportswear, separates, dresses, and at-home wear in mohairs, velvets, and knits by Consentino of Capri; dresses and suits by Sybil Zelker of London; dresses, suits, and costumes by Fabiani of Italy; also hand-knit mohair sweaters by Edru (N.Y.). Contact: Virginia Krementz, PL. 3-4464 or PL. 3-3500, Ext. 203.	FABIANI; SYBIL ZELKER; CONSENTINO; ED RU	VIRGINIA KREMENTZ 42 W. 58TH ST., RM. 203
Beginning Wednesday May 1	OPENING: FALL COATS AND SUITS Barberini will present their Fall collection of coats and suits at continuous daily showings. Contact: PE. 6-2291.	BARBERINI, LTD.	230 WEST 38TH STREET SHOWROOM - 9TH FLOOR
Beginning Wednesday May 1	GROUP OF EARLY FALL FASHIONS Continuous showings of Rona's early Fall novelty costumes and coat ensembles, designed by Lee Shapiro; <u>complete Fall collection beginning Mon., June 3.</u> Contact: CH. 4-3872.	RONA DRESS COMPANY	1407 BROADWAY SHOWROOM - 19TH FLOOR
Thursday May 2 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: Donald Brooks; Helen Lee; Norman Norell; Mona Roset; Ferdinando Sarmi; Jeanne Campbell of Sportwhirl; David Kidd of Arthur Jablow; John Moore of Talmack; Anthony L. Muto of Arkay Juniors; Jacques Tiffeau of Tiffeau-Busch. Prices: \$3.00 (afternoon and evening); \$6.00 (evening, reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN(410 E.54TH ST.)	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
Thursday May 2 4:00 P.M. Cocktails	PREVIEW: SHEPARDESS BACK-TO-SCHOOL FASHIONS Presentation of "French Lessons"--back-to-school fashions in fabrics of Creslan acrylic fiber by Shepardess of New York and Enfantillage of Paris. For press and retailers, by invitation. Contact: Dorothy Ashton, PL.3-7385.	AMERICAN CYANAMID COMPANY	SHERRY NETHERLANDS CARNAVAL ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 3	OHRBACH'S RELEASE DATE--International Sportswear collection. (No Press Show)		
Sunday May 5 3:00 P.M.	FALL FASHIONS IN LOS ANGELES Wayne Fuller will present his Fall collection of cottons, silks, and light-weight wools. By invitation. Contact: Dick Steiner, MA. 7-5461 (L.A.).	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	BEVERLY WILSHIRE HOTEL SANS SOUCI ROOM
Monday May 6 8:30 A.M. Breakfast	FALL FASHIONS IN LOS ANGELES Don Werle will present a breakfast showing of his Fall fashions. <u>Show at 9:00 A.M.</u> By invitation. Contact: Jose Fernandez, OL. 5-8926.	WERLE (626 N. ROBERTSON)	SHERATON-WEST HOTEL GARDEN ROOM
Monday May 6 11:30 A.M.	FALL-WINTER FASHIONS IN LOS ANGELES Preview of Marusia Original and Marusia Bazaar Fall-Winter collection of coats, suits, dresses, costumes, cocktail, and evening gowns. By invitation. Thereafter by appointment. Contact: Olympia 2-7730 or OLeander 5-9501.	MARUSIA ORIGINAL (165 N. ROBERTSON)	BEVERLY-WILSHIRE HOTEL LE GRAND TRIANON
Monday May 6 12:30 P.M. Luncheon	FALL FASHIONS IN LOS ANGELES Travilla will present his Fall collection for press and buyers. By invitation. Continuous thereafter in showroom. Contact: Gina Cord, OL. 2-0723.	TRAVILLA (853 N. LA CIENEGA)	BEVERLY-WILSHIRE HOTEL LE GRAND TRIANON
Monday May 6 6:00 P.M.	FALL FASHIONS IN LOS ANGELES Bud Kilpatrick will present his Fall fashions. By invitation. Contact: Bradshaw 2-1178 (L.A.). Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER, WEST L.A.)	BEVERLY HILLS HOTEL CRYSTAL ROOM
Beginning Monday May 6	FALL-WINTER RAIN-WEAR AND OUTERWEAR Opening of Fall-Winter "Storm Play" collection including on & off the slopes ski jackets. Continuous showings. Publ.: Marion Cook, LA. 4-7942.	MARCH & MENDL, INC.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 7 10:30 A.M.	OPENING: COMPLETE FALL COLLECTION Handmacher-Vogel will present their complete Fall collection of double knit and wool suits. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 7 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Designs by students at their sixty-third annual fashion show. <u>Show at 4:30 P.M.</u> By invitation. Contact: Barbara Livesy, MA. 2-2200.	PRATT INSTITUTE (BROOKLYN)	JUDSON HALL 165 WEST 57TH STREET
Wednesday May 8 2:30 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London's couture rainwear collection for Fall. By invitation. Showings thereafter, by reservation, June 3, 4, 5, 6, 7, 10, 11, 12, and 13 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Showing of Fall sportswear and coordinates by Tudor Square. <u>Show at 4:30.</u> By invitation. Thereafter continuous daily at showroom. Contact: BR. 9-8120. Commentator and Publicity: Vera Bacal, PL. 3-8421.	TUDOR SQUARE SPORTSWEAR (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 9 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW "Coming Of Age"--children's show. Co-chmn.: Cullette B. Touey, Lord & Taylor and Susan Rolontz, Tobe Associates. Prices--\$8.00, members; \$10.00 guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday May 9 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS Malcolm Starr will present their Summer collection of Frank Starr Originals. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 9 2:00 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Fortieth anniversary fashion showing of original designs by students; fabrics by cooperating American manufacturers. Tickets: \$3.00 (evening--sold out); \$1.00 (afternoon). Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	HOTEL NEW YORKER BALLROOM
Thursday May 9- May 12	WEEKEND EXPOSITION AND FASHION SHOW Preview and exposition of Schiffli laces, embroideries and fashions created by leading designers. Coronation of Schiffli queen from Fairleigh Dickinson University; exhibit of fashions, designed by students of Pratt Institute; sketches by students of the Fashion Institute of Technology. Press by invitation. Industry by reservation. Contact: Hortense Fillion, SP. 7-8087.	SCHIFFLI LACE AND EMBROIDERY MFRS. ASS'N.	CONCORD HOTEL KIAMESHA LAKE, N.Y.
Friday May 10 3:30 P.M.	ELEVENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring cottons, designed by Gustave Tassell; also fashions by past winners. Cotton award will be presented to Gustave Tassell by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	GRACIE MANSION EAST END AVENUE
Sunday May 12	MOTHER'S DAY. Theme: "A Medal For Mom." Contact: Aline Blummer, 129 West 30th Street, LO. 5-4700.		
Monday May 13 9:45 A.M. Coffee	PRESS PREVIEW: TRAVEL AND VACATION FASHIONS Preview for press of Stern's travel and vacation fashions for Summer. Show at 10:00. By invitation. (For Release, Wed., May 15.) Publicity: Mildred Collins, LO. 5-7960.	STERN'S	3RD FLOOR EAT AND RUN RESTAURANT
Monday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON "Fashion Show Of The Month"--Summer fashions by Sarini, available at Hattie Carnegie. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Hattie Carnegie contact: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	HATTIE CARNEGIE (42 EAST 49TH STREET)	SHERATON EAST HOTEL BALLROOM
Tuesday May 14 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS Active and spectator fashions for Fall, designed by Leo Narducci; also preview of Arnold Palmer ladies' golf clothes by Loomtogs Sport Editions. By invitation. Thereafter continuous showings. Contact: Marilyn Mazza, LA. 4-4671.	LOOMTOGS, INC. & SPORTS EDITIONS	1410 BROADWAY SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 14	OPENING: FALL COLLECTION Continuous daily showings of Nannette's boutique cashmere sweaters and coordinates. Contact: WI. 7-8130.	NANNETTE CASHMERES, INC.	1410 BROADWAY SHOWROOM - 24TH FLOOR
May 15	STERN'S RELEASE DATE--Travel-vacation fashions. Preview May 13(See Pg.4).		
Wednesday May 15 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS" Preview for press of Sloane's completely redecorated "House Of Years" shop. By invitation. (<u>For Release, Fri., May 17.</u>) OX. 5-3800, Ext. 450.	W & J SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
Wednesday May 15 3:30 P.M.	MEN'S AND WOMEN'S EVENING FASHIONS Howard Clothes will present their new collection of San Juan dinner jackets for men; also showing of Abe Schrader's evening fashions. By invitation. Contact: Art Poretz, Publicity Counselors Inc., TE. 8-7100.	COMMONWEALTH OF PUERTO RICO DEVELOPMENT ADMIN.	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday May 15 4:30 P.M. Cocktails	"YOUNG FASHIONS FOR FALL 1963" Fall fashions for toddlers, girls, pre-teens, and boys. <u>Show at 5:00 P.M.</u> By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR BALLROOM
Beginning Wednesday May 15	SPECIAL GROUP OF EARLY FALL DRESSES Continuous daily showings of Canaba's special group of early Fall dresses, designed by Rikki Kilsdonk. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Thursday May 16 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Ohrbach's will preview their import collection of Summer sportswear and swimwear for children. By invitation. (<u>For Release, Mon., May 20.</u>) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR YOUNG IMPORT SHOP
Thursday May 16 3:00 P.M.	PREVIEW: FUR-LINED COATS AND SUITS Preview for the press of Style Trends' Fall-Winter fur-lined coats and suits, including a special group of fur-lined suede and leather coats, designed by Betti Belmont. By invitation. <u>Thereafter beginning Tues.,</u> <u>May 21, daily at 9:30, 11:30, and 3:30.</u> By appointment. Contact: Miss Lee, LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 16 5:00 P.M. Cocktails	FIRST ANNUAL LEATHER FASHION AWARD LIA will present their first annual leather fashion award, presented by Mel Salzman, Director of Leather Industries, to Samuel Robert. Fall fashion show and film preview of his fashions from 1945-1963. By invi- tation. Samuel Robert Publicity: Sara Pennoyer, MU. 2-5162. LIA Publi- city: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	WALDORF-ASTORIA ASTOR GALLERY
May 17	SLOANE'S RELEASE DATE--"House Of Years" shop. Preview May 15. (See Above)		
May 20	OHRBACH'S RELEASE DATE--children's imported Summer sportswear. (See Above)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 20 10:00 A.M. Coffee	PRESS PREVIEW OF TRAVEL TIME FASHIONS "Cotton Is Queen"--preview for the press of travel time fashions. By in- invitation. (<u>For Release, Tues., May 21.</u>) TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR PUBLICITY OFFICE
Tuesday May 21 9:00 A.M. Breakfast	SUB-TEEN FASHION & MERCHANDISING CLINIC Ninth annual back-to-school subteen fashion and merchandising clinic with complete presentation of publicity campaigns and subteen style show fore- cast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC BALLROOM(B'WAY & 34TH)
Tuesday May 21 9:30 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS "Award Collection"--preview of Fall fashions in leathers, fabrics, and knits, including skiwear. By invitation. Thereafter in showroom. Contact: LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 21 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Preview of Fall sportswear and casual dresses. <u>Show at 10:00.</u> By invi- tation. Continuous thereafter. Contact: Judith Shorten, LO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday May 21 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION "Sportive Look"--collection of shirts, dresses, separates. For press and resident buyers, by invitation. (<u>Note Change Of Date.</u>) Contact: Rhoda Sattler, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 21 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Premiere showing for the press of "Grand Tour" junior car coat collection, designed by Mr. Josef; a new division of Natalie Green. By invitation. (<u>Note Change Of Date and Time.</u>) Continuous daily thereafter. Contact: LO. 5-1888. Publicity: Ruth Gerson at Ken R. Williams Assoc., WI. 7-4471.	NATALIE GREEN	500 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL DRESS COLLECTION Preview of Fall fashions, designed by Philippe Tournaye for Rembrandt. By invitation. Thereafter in showroom June 5, 6, 11, 12 at 2:30 P.M. By reservation. Contact: Murray Solomon, LO. 4-3600. Publicity: Rosemary Sheehan, MU. 5-1280.	REMBRANDT (498 SEVENTH AVENUE)	COLONY RESTAURANT 30 EAST 61ST STREET
Wednesday May 22 11:00 A.M.	OPENING: FALL FOUNDATION COLLECTION By invitation for press and resident buyers--May 22 at 11:00, 2:00, 3:30. <u>Market--June 3 at 2:00; June 4, 5, 6 at 10:00 and 2:00; June 7 at 10:00;</u> <u>June 10, 11 at 9:30, 11:00, 2:00, 3:30; June 12 at 9:30, 11:00, 2:00;</u> <u>June 13 at 10:00 and 2:00.</u> Publicity: Lila Moren, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 22 2:30 P.M.	PREMIERE SHOWING: DESIGNS BY HARDY AMIES The premiere American showing of dresses, coats, and suits, designed by Hardy Amies of London. By invitation. Continuous daily thereafter. Contact: WI. 7-3968. Publicity: Gardner, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 22 2:30 P.M. Cocktails	PREVIEW: FALL SUIT COLLECTION For press and resident buying offices, by invitation. Beginning Mon., June 3, continuous daily showings. Publ.: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 22 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom, 498 Seventh Ave., 7th Floor. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	ROBERT SLOAN, SPORTSWEAR, INC.	500 CLUB 500 SEVENTH AVENUE
Thursday May 23 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Fall sportswear, casual dresses, at-home fashions, designed by Melba Hobson. <u>Show at 10:00.</u> For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE(1407 B'WAY)	1407 CLUB 1407 BROADWAY
Thursday May 23 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for the press of Fall coats and suits. By invitation. Thereafter June 4, 6, 10, 12, 18 at 11:30. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Thursday May 23 2:30 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION For press and resident buying offices. Trade daily from Mon. June 3 at 10:30 A.M., except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 23 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION Fall collection of ensembles, fur-trimmed costumes, cocktail, and evening dresses. For press and resident buyers, by invitation. Thereafter, June 4, 6, 11, 13, 18, 20 at 11:00 A.M. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 23 3:30 P.M.	PREVIEW: FALL SUITS AND COATS Fall suits and coats, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 23 4:00 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Press preview of Jack Sarnoff's Fall collection of coats and suits, designed by Molly. By invitation. <u>Trade showings May 28, June 4, 6, 11,</u> <u>13, 18 at 10:00 A.M.</u> By reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Monday May 27 10:30 A.M.; 1:30 P.M.	PREVIEW: FALL EVENING AND COCKTAIL FASHIONS Preview of Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter at 9:30 A.M., June 3, 5, 6, 7, 10, 11, 12, 13, 14, 18, 19. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday May 27 11:00 A.M.	PRESS PREVIEW OF GIVENCHY FURS Preview of the Givenchy collection for Femina Furs; special buyer preview, <u>Fri., June 7 at 2:30.</u> Trade, beginning Mon., June 10 at 2:30, by appoint- ment. Contact: LO. 5-3870. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FEMINA FURS, LTD.	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 27 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Schiaparelli furs for Fall and Winter. By invitation. Publicity: Ken R. Williams, WI. 7-4471.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 27 2:15 P.M.	OPENING OF FALL COLLECTION Fall collection, designed by Karen Stark and Fernando Bosc, at 2:15, May 27, June 3, 4, 5, 6, 10, 11, 12, 17. By reservation. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday May 27 3:30 P.M.	ANNUAL FALL FASHION SHOWS Milliken will present Fall fashions at 3:30 P.M. Showings--May 27 and June 3. Breakfast showings at 7:15 A.M. May 28, 29, June 4, 5, 6, 7, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21. By invitation and ticket only. Fashion & Publicity Director: Claudette Rose, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Monday May 27 8:00 P.M.	FASHION SHOW AND SUPPER DANCE Annual fashion presentation, followed by supper and dancing. Contribution per person: \$100.00 or more, to "1963 Foundation Fund for Scholarships and Development." (Formal) Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Tuesday May 28 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview by invitation. Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13, 18. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 28 10:30 A.M.	OPENING OF FALL COLLECTION Showings--May 28, June 4, 5, 7, 11, 13, 18, 21 at 10:30 A.M. By appointment. Press showing, Thurs., June 6 at 9:30 A.M. (breakfast). By invitation. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 28 1:00 P.M.	OPENING OF FALL COLLECTION Hannah Troy's Fall collection on May 28, 29, June 4, 5, 6, 11, 12 at 1:00. By appointment. Contact: Lee Lerner, IO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 28 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Showing of junior Fall fashions, designed by Anne Klein, May 28, June 3, 4, 5, 10, 11, 12, 13 at 1:00 P.M. Contact: IO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 28 1:15 P.M.	OPENING OF FALL COLLECTION Goth's Fall collection of afternoon, cocktail, and evening fashions, designed by Bernard Browner, May 28, June 4, 6, 11, 18 at 1:15 P.M. By reservation. Contact: Lucile Gordon or Larry Farragut, IO. 5-2727.	GOTHE (DAVID GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 28 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 28, June 4, 5, 6, 11, 12, 13, 18, 20 at 2:30. Press showing, Monday, June 3 at 3:00 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 28 4:00 P.M.	PREMIERE SHOWING: "RITTER SPORT" Premiere showing of "Ritter Sport" fur collection. by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	PLACE TO BE ANNOUNCED
Tuesday May 28 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1963 Formal dinner and fashion show in tribute to American designers, featuring costumes in Du Pont fibers from the N.Y. Couture Group. Preview of trend-setting styles for Fall 1963. <u>Cocktails--6:30</u> Terrace Room; <u>Dinner--8:00</u> , Ballroom, followed by show. For retail stores executives, buyers and press. <u>By invitation only</u> . Trade contact: Nancy Hamilton, LO. 3-6400, Ext. 4262. Press contact: Mabel Henderson, Ext. 4375.	DU PONT COMPANY	HOTEL PLAZA BALLROOM
Wednesday May 29 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Showings at 11:30, May 29, June 3, 5, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 29 12:00 Noon	FALL SPORTSWEAR FASHIONS Luncheon. Details and prices in a later issue. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Wednesday May 29 1:00 P.M.	OPENING OF FALL COLLECTION Showings at 1:00 P.M., May 29, June 3, 4, 5, 6, 7, 11, 12, 13, 18, 19, 20. By reservation. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 29 1:15 P.M.	OPENING OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles. By invitation. Thereafter, June 3, 5, 10, 12, 18 at 1:15 P.M. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 29 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 4, 5, 6, 11, 12, 13, 18, 20 at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday June 3 10:30 A.M.	OPENING: FALL WHOLESALE COLLECTION Showing of Hattie Carnegie's Fall wholesale collection, June 3, 7, 10, 14 at 10:30 A.M. By reservation. Contact: Sally Wolf, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday June 3 11:30 A.M.	PRESS PREVIEW: COMPLETE FALL COLLECTION Preview for Fall, including cocktail and evening knits, petites, fashions for private lives, and furs. By invitation. Thereafter at 12:00 Noon, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Petites at 4:30 P.M., June 5, 10, 13. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday June 3 2:00 P.M.	PREVIEW OF FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions; also showing of "Sportive Look" in junior fur fashions. By invitation. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS- MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
June 3	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg. 8)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 3 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 3 4:00 P.M.	OPENING OF FALL COLLECTION Showings at 4:00 P.M., June 3, 4, 5, 10, 11, 19. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday June 3 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: \$7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 476.	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	CARNEGIE HALL 7TH AVE. & 57TH ST.
Beginning Monday June 3	OPENING OF FALL COAT COLLECTION Continuous daily showings. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Monday June 3	SHOWING OF FALL COAT COLLECTION Continuous daily showings. (Special show, Wed., June 5 at 5:00 P.M.) By invitation. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday June 3	OPENING: FALL COLLECTION Phelps' Fall separates, dresses, coats, accessories. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, after June 3, MU. 5-7674.	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH ST.
Tuesday June 4 8:30 A.M. Breakfast	SHOWING OF FOGA FASHIONS "American Opulence"--Fall fashions in fabrics of Celanese fibers by 15 members of the Fashion Originators Guild of America. <u>Show at 9:00. By invitation only.</u> Contact: Dorothy Wallace, TN. 7-2000, Ext. 2431.	CELANESE FIBERS CO. (522 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Tuesday June 4 9:00 A.M.- 3:00 P.M.	SHOWING OF PEARL FASHIONS AT OPEN HOUSE Imperial Pearl, will present "3000 years of fashion in pearls. authentically costumed," (Omelet breakfast). By invitation. Publicity: Ethel Aaron at Daniel J. Edelman Assoc., JU. 2-5380.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., June 4, 6, 12, 14, 20. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 4 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS BY CONSTANTINO Designed by Constantino. By invitation. Director and Commentator: Mia Grau, PL. 5-1127. <u>Trade showings beginning Thurs., June 6, daily at 10:00 A.M.</u> By reservation. Contact: Harry Feldman, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 10:30 A.M.	OPENING OF FALL COLLECTION Designed by Wilson Folmar. Showings at 10:30, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 4 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter showings June 5, 6, 11, 12, 13 at 11:30 A.M. Publicity: Betty Yarmon, IO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 4- June 5 12:00 Noon Luncheon	FASHIONS IN LUREX- ZEFKROME-ZEFRAN Fall knitted and woven fashions in Lurex, Zefkrome and Zefran at two luncheon presentations, June 4 and 5 at 1:00 P.M. For press and retailers, by invitation. Dow Retail contact: Kevin Begley, PL. 7-8300. Press contact: Ruth Hammer Associates, EL. 5-7872.	THE DOW CHEMICAL COMPANY	350 FIFTH AVENUE SHOWROOM - 801
Tuesday June 4 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new coat collection, showing at 12:00 Noon, June 4, 5, 6, 11, 12, 13, followed by luncheon. By invitation. Contact: Matty Beskind, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS Countess Alexander's Fall daytime, cocktail, and evening couture fashions. By invitation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 4 12:00 Noon	OPENING OF FALL COLLECTION Harold Levine's Fall collection, designed by Don Breitinger, June 4, 6, 11, 13, 18. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE, CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday June 4 12:30 P.M. Luncheon	GRADUATION LUNCHEON Executives from the fashion field will attend the School's 26th graduating class; presentation of alumnae awards. By invitation. School contact: Lorraine Helfont, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 4 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Fall coats June 4, 5, 6, 10, 11, 13 at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 4 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter fur collection, designed by Betti Yokova. By invitation. Contact: Marc Spaulder, LA. 4-3365.	A.NEUSTADTER & SON	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 3:00 P.M. Cocktails	TWENTY-EIGHTH ANNUAL COLLEGE CLINIC "Mlle In Collegeland"--Back-To-school fashions from August 1963 college issue. Merchandise exhibit and reception 3:00 P.M. Tickets: \$10.00, by invitation only. Contact: Gretchen Ullman, MU. 9-5900, Ext. 653.	MADemoiselle MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 4:00 P.M.	PREVIEW OF FALL COLLECTION Mort Schrader's Fall collection at one formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, IO. 4-9194.	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 4 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. There- after June 5, 6, 11, 12, 13, 18, 19, 20 at 12:00 Noon. By reservation. Contact: Mr. Revell, IO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of dresses, blouses, coordinates, and sweaters. By invitation. Continuous thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 4 5:30 P.M. Cocktails	CALIFORNIA FASHIONS IN NEW YORK Preview of Travilla's Fall collection. For press and buyers, by invitation. Contact: Gina Cord, OL. 2-0723(L.A.); after June 4, PL. 9-3000(N.Y.).	TRAVILLA (853 N.LA CIENEGA, L.A.)	HOTEL PLAZA
Tuesday June 4 9:00 P.M.	PREVIEW OF FALL FASHIONS Preview of Burke-Amey's Fall fashions. By invitation (black tie). There- after by appointment. Contact: Trudy Taylor, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Continuous showings of Fall boutique separates and cashmere coordinates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 5 9:00 A.M. Breakfast	FASHION SHOW AND BREAKFAST Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. By reservation. <u>Show at 9:30.</u> Tickets: \$3.50. Contact: Peg O. Benson, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	COMMODORE HOTEL EAST BALLROOM
Wednesday June 5 9:30 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Fantasia will present their Fall-Winter fur fashions. By invitation. Contact: LA. 4-0330. Publicity: Gerry Scally at Leber Katz Paccione, PL. 1-4477.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 5 10:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Tina Leser for David M. Goodstein, June 5, 11, 13, 18, at 10:30 A.M. By reservation. Contact: LA. 4-2577.	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday June 5 12:00 Noon	OPENING: FALL COLLECTION Also June 10 and 19 at 12:00 Noon. By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday June 5 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Showings at 12:00 Noon on June 5, 6(Press), and 7, followed by luncheon. Also June 11, 12, 13 at 12:00 Noon. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 5 1:00 P.M.	OPENING OF FALL COLLECTION Showings at 1:00 P.M., June 5, 6, 10, 11, 12, 17, 18, 19. By reservation. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 5 1:15 P.M.	OPENING: FALL COLLECTION Showings June 5, 6, 13, 14, 20 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday June 5 2:00 P.M.	PREVIEW OF FALL MISSES DRESSES One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., June 5, 11, 13, 19. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 5 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. For retail stores, by invitation only. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
Wednesday June 5 4:00 P.M. Cocktails	OPENING: FALL COLLECTION Malcolm Starr will present the Frank Starr Originals Fall collection, designed by Elinor Simmons and Celia Phillips. By invitation. <u>Thereafter,</u> <u>June 6, 11, 13, 19 at 4:00 P.M., by appointment.</u> Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 5 4:30 P.M. Cocktails	PREVIEW: FALL COLLECTION Cabana will present their Fall collection of dresses, separates, and "Private Life" fashions, designed by Rikki Kilsdonk. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Wednesday June 5 5:00 P.M. Cocktails	SPECIAL SHOWING OF FALL COAT COLLECTION Fall coat collection at special showing. By invitation. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Wednesday June 5	OPENING OF FALL COLLECTION Showing of Jerry Silverman's Fall collection, designed by Shannon Rodgers. By appointment only. Contact: Jean Dionne, CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
June 6	PATTULLO-JO COPELAND PREVIEW FOR THE PRESS AT 9:30 A.M. (See Pg. 8)		
Thursday June 6 10:00 A.M.	JUNIOR PETITE FUR FASHIONS Preview of petite fur fashions, styled by David Dana. By invitation. Contact: Miss Lillian, LA. 4-0105.	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 6 11:30 A.M.	OPENING: FALL COLLECTION Designed by Dorothy Farbo. By invitation. Thereafter June 6, 11, 13, 19 at 11:30. By reservation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
June 6	PRESS SHOWING OF CEIL CHAPMAN'S FALL COLLECTION AT 12:00 NOON. (See Pg.12)		
Thursday June 6 12:00 Noon	OPENING: FALL COLLECTION Showing of the Mollie Parnis collection, June 6, 11, 12, 13 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	PARNIS LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 6 3:00 P.M.- 6:00 P.M. Cocktails	TRADE SHOWING: OVER- THE-COUNTER FABRICS Eastman will present a trade show, featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns by leading companies. By invitation. Contact: Lester H. Senholzi, OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
Thursday June 6 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Buyer showings: June 10, 12, 14 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Thursday June 6	OPENING OF FALL COLLECTION Fall collection of dresses and costumes at daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN & BLAIKIE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday June 7 9:30 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom. Contact: OX. 5-8340.	LAURENCE H. KAYE FURS (345 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. <u>All showings by invitation only.</u> Contact: Mary Feld, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 7 12:45 P.M. Luncheon	PRESS PREVIEW: FALL BOUTIQUE COLLECTION John Weitz will preview his boutique collection for Fall, available at Henri Bendel. Shoes by Evins. <u>By invitation only.</u> Contact: Virginia Scoville, LO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION For buyers June 10 at 11:00 and 3:00. <u>Press preview, Wed., June 12 at 4:00 P.M.</u> All showings by invitation. Contact: CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 10 11:00 A.M.	OPENING: FALL-WINTER FUR FASHIONS Fall-Winter fur fashions; also showing of a special group, designed by Rodger Robinson. (Press preview, Tues., June 11 at 4:00 P.M.-cocktails.) Both shows by invitation. Thereafter daily through June 28 at 10:00 and 2:00, by appointment. Contact: Mr. Ackerman, LO. 3-5945.	KOTUK & ACKERMAN	345 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 10 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings. Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 10 4:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's wholesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 11 10:30 A.M.; 2:30 P.M.	OPENING: FALL FUR COLLECTION Showings of furs by Ritter at 10:30 and 2:30 daily, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Tuesday June 11 12:00 Noon	OPENING: FALL COLLECTION Fall dresses, costumes, and coats, designed by John Moore. Thereafter, June 13, 18, 20 at 12:00 Noon. By reservation. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 11 1:15 P.M.	OPENING OF FALL COLLECTION Showings June 11, 12, 18 at 1:15 P.M. By reservation. Contact: LO. 5-6453.	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
June 11	KOTUK & ACKERMAN'S PRESS PREVIEW OF FUR FASHIONS AT 4:00 P.M. (See Pg. 14).		
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 12 2:30 P.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Pg. 14)		
Wednesday June 12 4:30 P.M. Cocktails	SHOWING OF FUR FASHIONS "Salute To The States"--American Fur Market fashion show. By invitation. Contact: Marcelene Slutzker at Ruder & Finn, 130 E. 59, PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	STATLER-HILTON HOTEL SKYTOP ROOM(18TH FL.)
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Showing for buyers, Friday, June 14 at 10:30 A. M. Both shows by invitation. Contact: BR. 9-0633. Publ.: Mathews-Latham, 128 East 37th St., MU. 5-7907.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR

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